

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105874  
**Alt Order #:** 06844672  
**Product Desc:** AFF- SENATE  
**Estimate:** 553  
**Flight Dates:** 08/29/12 - 09/04/12  
**Original Date / Rev:** 08/23/12 / 08/23/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Future Fund  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	52	\$46,975.00	\$39,928.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$46,975.00	\$39,928.75	0.00
<b>Totals</b>	<b>52</b>	<b>\$46,975.00</b>	<b>\$39,928.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	33%	\$46,975.00
Market	100%	\$142,348.48

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$45,551.52
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$37,010.61
KTUD	0%	\$0.00
KVVU	9%	\$12,811.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 6-7a WakeUp w/Wagners	6-7a		-- WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-- WTF--	3		\$1,000.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,000.00		0.00			
E 2	KSNV	08/29/12	08/31/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					2	\$1,500.00		0.00			
E 3	KSNV	08/29/12	08/31/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$900.00		0.00			
E 4	KSNV	08/29/12	08/31/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$450.00		0.00			
E 5	KSNV	08/29/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$450.00		0.00			
E 6	KSNV	08/29/12	08/31/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,200.00		0.00			
E 7	KSNV	08/29/12	08/31/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,300.00		0.00			
E 8	KSNV	08/29/12	08/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$1,100.00		0.00			
E 9	KSNV	08/29/12	08/31/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--					3	\$750.00		0.00			
E 10	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$350.00		0.00			
E 11	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$625.00		0.00			
E 12	KSNV	09/01/12	09/01/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$650.00		0.00			
E 13	KSNV	09/01/12	09/01/12		CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Wheel WKND Jeop/Wheel															
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S-	2		\$500.00		0.00						
E 14	KSNV	09/01/12	09/01/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S-	1		\$375.00		0.00						
E 15	KSNV	09/01/12	09/01/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S-	1		\$1,100.00		0.00						
E 16	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$625.00		0.00						
E 17	KSNV	09/02/12	09/02/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$3,000.00		0.00						
E 18	KSNV	09/02/12	09/02/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$500.00		0.00						
E 19	KSNV	09/02/12	09/02/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$650.00		0.00						
E 20	KSNV	09/02/12	09/02/12	Sun PR 7-8p Sunday Prime 7-8pm	CM	7-8pm	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$1,000.00		0.00						
E 21	KSNV	09/02/12	09/02/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$1,100.00		0.00						
E 22	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$400.00		0.00						
E 23	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$1,000.00		0.00						
E 24	KSNV	09/03/12	09/04/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$1,500.00		0.00						
E 25	KSNV	09/03/12	09/04/12		CM	9-10a	MT-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show II 3rd Hr											
				M-F Today Show II											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$900.00		0.00						
E 26	KSNV	09/03/12	09/04/12	M-F Today Show III 4th Hr	CM	10am-11am	MT-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Today 4th Hour											
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$450.00		0.00						
E 27	KSNV	09/03/12	09/04/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	2		\$450.00		0.00						
E 28	KSNV	09/03/12	09/04/12	M-F Early News	CM	5-630p	MT-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$1,200.00		0.00						
E 29	KSNV	09/03/12	09/04/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	2		\$1,300.00		0.00						
E 30	KSNV	09/03/12	09/04/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	1		\$1,100.00		0.00						
E 31	KSNV	09/03/12	09/04/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	MT-----	2		\$750.00		0.00						
													Totals	52	\$46,975.00